

IN THE CLAIMS

Please amend the claims as shown below.

Change to:

1 - 34. (cancelled)

35. (new) A process optimization method, comprising:

obtaining an organization matrix of value, an organization matrix of risk; a plurality of organization related process specifications and a plurality of process feature data, identifying an impact of each feature on one or more expected process outputs; mapping the expected process outputs to the matrices of value and risk; creating a financial simulation model using said mappings and data; determining an optimal mix of process features using said model, and displaying the optimal mix using a paper document or an electronic display.

36. (new) The method of claim 35 where an organization is a single product, a group of products, a division, a company, a multi-company corporation, a value chain or a collaborative multi-enterprise operation.

37. (new) The method of claim 35 that further comprises identifying an optimal mix of processes for the organization.

38. (new) The method of claim 35 where an optimal mix is the mix that maximizes organization value while minimizing organization risk.

39. (new) The method of claim 35 where a plurality of process feature data encapsulate all the different options available for completing a process.

40. (new) The method of claim 35 where a plurality of process feature data identifies any options for implementing a process or a process feature at a future date.

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41. (new) The method of claim 35 where a process specification further comprises data selected from the group consisting of design data, financial data, operating factor data, commodity prices and combinations thereof.

42. (new) The method of claim 35 where a plurality of process specification data and feature data are obtained from databases selected from the group consisting of a design system database, a process financial system database, an operating factor database and combinations thereof.

43. (new) The method of claim 35 where simulation system data are optionally used to support method steps selected from the group consisting of identifying an impact of one or more process features on one or more process outputs, identifying an impact of one or more process outputs on a matrix of value, identifying an impact of one or more process outputs on a matrix of risk and combinations thereof.

44. (new) The method of claim 35 where an organization matrix of risk is defined by the organization segments of value and organization related risks where the segments of value are selected from the group consisting of current operation, real option, derivative, excess financial asset, market sentiment and combinations thereof and where the organization risks are selected from the group consisting of variability risks, market volatility risks, contingent liabilities, event risks, extreme risks, normal risks and combinations thereof.

45. (new) The method of claim 35 where an organization matrix of value is defined by one or more organization segments of value, elements of value and external factors where the one or more elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, equipment, knowledge, information technology, intellectual property, investors, partnerships, processes, production equipment, quality, vendors, supply chains, vendor relationships, visitors and combinations thereof and where the one or more organization segments of value are current operation, real option, derivatives, excess financial assets, market sentiment and combinations thereof.

46. (new) The method of claim 45 where external factors are numerical indicators of conditions external to the organization, numerical indications of prices external to the

organization, numerical indications of organization conditions compared to external expectations of organization condition, numerical indications of the organization performance compared to external expectations of organization performance and combinations thereof

47. (new) The method of claim 35 that optionally displays an impact of the optimized feature mix on a position of the organization relative to an efficient frontier.

48. (new) A program storage device readable by machine, tangibly embodying a program of instructions executable by a machine to perform method steps for performing an process optimization method, comprising:

- obtaining an organization matrix of value, an organization matrix of risk; a plurality of organization related process specifications and a plurality of process feature data,
- identifying an impact of each feature on one or more expected process outputs;
- mapping the expected process outputs to the matrices of value and risk;
- creating a financial simulation model using said mappings and data;
- determining an optimal mix of process features using said model, and
- displaying the result using a paper document or an electronic display.

49. (new) The program storage device of claim 48 where an organization is a single product, a group of products, a division, a company, a multi-company corporation, a value chain or a collaborative multi-enterprise operation.

50. (new) The program storage device of claim 48 where the method further comprises identifying an optimal mix of processes for an organization.

51. (new) The program storage device of claim 48 where an optimal mix is the mix that maximizes organization value while minimizing organization risk.

52. (new) The program storage device of claim 48 where a plurality of process feature data encapsulate all the different options available for completing a process.

53. (new) The program storage device of claim 48 where a plurality of process feature data identifies any options for implementing a process or a process feature at a future date.

54. (new) The program storage device of claim 48 where a process specification further comprises data selected from the group consisting of design data, financial data, operating factor data, commodity prices and combinations thereof.

55. (new) The program storage device of claim 48 where a plurality of process specification data and feature data are obtained from databases selected from the group consisting of a design system database, a process financial system database, an operating factor database and combinations thereof.

56. (new) The program storage device of claim 48 where simulation system data are optionally used to support method steps selected from the group consisting of identifying an impact of one or more process features on one or more process outputs, identifying an impact of one or more process outputs on a matrix of value, identifying an impact of one or more process outputs on a matrix of risk and combinations thereof.

57. (new) The program storage device of claim 48 where an organization matrix of risk is defined by the organization segments of value and organization related risks where the segments of value are selected from the group consisting of current operation, real option, derivative, excess financial asset, market sentiment and combinations thereof and where the organization risks are selected from the group consisting of variability risks, market volatility risks, contingent liabilities, event risks, extreme risks, normal risks and combinations thereof.

58. (new) The program storage device of claim 48 where an organization matrix of value is defined by one or more organization segments of value, elements of value and external factors where the one or more elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, equipment, knowledge, information technology, intellectual property, investors, partnerships, processes, production equipment, quality, vendors, supply chains, vendor relationships, visitors and combinations thereof and where the one or more organization segments of value are current operation, real option, derivatives, excess financial assets, market sentiment and combinations thereof.

59. (new) A process optimization apparatus, comprising:

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an organization matrix of value,  
an organization matrix of risk;  
a plurality of organization related process specifications and a plurality of process feature data,  
means for identifying an impact of each feature on one or more expected process outputs;  
means for mapping the expected process outputs to the matrices of value and risk;  
means for creating a financial simulation model using said mappings and data;  
means for determining an optimal mix of process features using said model, and  
means for displaying the optimal mix using a paper document or an electronic display.

60. (new) The apparatus of claim 59 that optionally displays an impact of the optimized feature mix on a position of the organization relative to an efficient frontier.

61. (new) The apparatus of claim 59 that further comprises identifying an optimal mix of processs for the organization.

62. (new) The apparatus of claim 59 where an optimal mix is the mix that maximizes organization value while minimizing organization risk.

63. (new) The apparatus of claim 59 where a plurality of process feature data encapsulate all the different options available for completing a process.

64. (new) The apparatus of claim 59 where a plurality of process feature data identifies any options for implementing a process or a process feature at a future date.

65. (new) The apparatus of claim 59 where a process specification further comprises data selected from the group consisting of design data, financial data, operating factor data, commodity prices and combinations thereof.

66. (new) The apparatus of claim 59 where a plurality of process specification data and feature data are obtained from databases selected from the group consisting of a design system database, a process financial system database, an operating factor database and combinations thereof.

67. (new) The apparatus of claim 59 where simulation system data are optionally used to support method steps selected from the group consisting of identifying an impact of one or more process features on one or more process outputs, identifying an impact of one or more process outputs on a matrix of value, identifying an impact of one or more process outputs on a matrix of risk and combinations thereof.

68. (new) The apparatus of claim 59 where an organization matrix of risk is defined by the organization segments of value and organization related risks where the segments of value are selected from the group consisting of current operation, real option, derivative, excess financial asset, market sentiment and combinations thereof and where the organization risks are selected from the group consisting of variability risks, market volatility risks, contingent liabilities, event risks, extreme risks, normal risks, strategic risks and combinations thereof.